



COLLEGE REPORT

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There is a startling difference in this generation of young Americans. They are, as never before, questioning the beliefs, assumptions, and behavior patterns of our society. To be sure, each new generation of young people has rebelled against its elders. Look at American youth in the 1920's and the 1950's. In the 1920's, youth's behavior was often considered shocking. Girls bobbed their hair, wore scandalously short skirts and, worst of all, smoked in public. The new music, jazz, was thought to be morally degenerating, and young people actually listened to it together and even danced to it. We are all familiar with the dim view established society took towards the wild antics of youth in the twenties.

STUDENTS in the 1950's were called the "silent generation." While students in other societies were deeply involved in politics, exerting pressure upon their respective governments even to the point of causing them to fall, American students seemed apathetic and nonformist. And yet the typical "flings" existed. There were fraternity beer busts, midnight panty raids, and over-enthusiastic football rallies.

Teenagers listened to rock and roll and went wild over Elvis Presley, whose hip-swiveling style frightened parents. Adults asked the old question, "What is the younger generation coming to?" However, in the twenties and again in the fifties, everyone knew that youth would eventually come to resemble their parents. And here is the startling difference: today they're not so sure.

PREVIOUSLY, adulthood was considered desirable: it was something to be achieved after the painful apprenticeship of adolescence. It was expected that a young man would have a few—not too many—shameful, rebellious flings during this apprenticeship. And then, after a few drunken parties, a love affair, or even an idealistic march on a picket line, he would take his place in the family business.

Many young people today, however, tend to distrust adulthood and the basic values of society that adults represent. Among some of the beliefs being challenged are the right of parents and schools to make all decisions, the traditional adage "my country right or wrong," and the accumulation of wealth.

Many young people display their pervasive irreverence to established society by denying the right or even competence of parents and schools to make all the important decisions affecting them. They deny that parents should decide what behavior is acceptable; they have created their own and, to them more honest means.

AND HERE is a crucial distinction. Youth of this generation don't hang their heads in shame when caught in what others consider to be peccadilloes. They insist that what they are doing is right for them. Even more, many youths show their profound disrespect for the established more by not even bothering to take a defiant attitude. No cause is pushed, many of society's inviolable rules are simply dismissed.

Colleges and universities have come under widespread criticism by students. There has been agitation for more freedom in school, ranging from the Free Speech Movement in Berkeley to a recent lawsuit by a high school student who wants to keep his beard.

Students are also demanding an active role in the decision-making process in colleges and universities. They demand to be consulted on important matters such as campus regulations and curriculum planning. Students are asking that basic changes be made in higher education, and they want a part in making them.

ANOTHER basic goal that is being questioned today is the accumulation of wealth

tend to substitute either a hippie style of living, or turn to idealistic activity, such as working in the Peace Corps, the civil rights movement, or even just tutoring stum children.

The present generation of young Americans is experimenting—creating new value systems and new life systems. Whether their expenditure of time and energy will result in a revitalization of our society, as they claim it will, remains to be seen. One thing is for certain. Our culture is undergoing remarkable change, and probably no one will ever be able to determine the indirect distillates of youth's campaign to change their world.

State Considers Reduction In Minimum Price of Milk

County Supervisor SACRAMENTO—Milk distributors and retailers in Southern California have been given until early July to show that the minimum retail store price of milk should not be reduced by 4 1/2 cents per half gallon, following hearings in Los Angeles at which distributors asked a time extension to present their case.

The state department of agriculture has proposed this reduction in the minimum retail price for milk in stores in the Los Angeles metropolitan milk marketing area, which includes Los Angeles, Orange, San Bernardino, and Riverside counties.

THE PROPOSAL would lower the minimum retail price in stores from 49 1/2 to 45 cents per gallon. The department, following an investigation, has contended that refinements in marketing practices have made it possible to sell milk in stores at lower prices and the public should be given the advantages of these savings.

The proposal would have no effect on the price of milk delivered to homes in the area. However, it was expected that lowering of the minimum price in the stores by as much as 4 1/2 cents per

half gallon could have a disastrous effect on home delivery firms. At such savings, many people would discontinue the home deliveries.

THE DEPARTMENT'S proposal also would have no effect on the prices paid by distributors to the dairy producers.

This is the first time at least in recent history that there has been a proposal to decrease the minimum price of milk, as the trend generally has been to increase it. Stores do not have to sell as cheaply as the minimum price but they may not sell for less than that.

reductions in the minimum retail store prices for milk throughout the rest of the state are expected to be held this summer.

Pvt. Susanna C. Dyer, daughter of Mrs. Audrey L. Sellan, 131 Paseo de la Concha, Redondo Beach, completed eight weeks of basic training at the Women's Army Corps Center, Ft. McClellan, Ala., May 31.

Pvt. Eddie H. Archibue, 20, son of Hermino Archibue, 20610 S. Catalina St., completed reconnaissance training May 31 at the Army Armor Center, Ft. Knox, Ky.



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*Total Savings Figure is Computed on Single Unit Purchases. The Figure Would Be Much Higher if You Included the Discount Savings on Meat & Produce Which Are Not Included in This Computation.



CANNED PICNIC
DUBUQUE • BONELESS • SKINLESS
FULLY COOKED 4 3/4 LBS. CAN
\$2.98
HORMEL-CURE 8 1/2 LBS. BONELESS HAM \$1.39

Meat you can trust and at DISCOUNT PRICES too!



GROUND BEEF
ALPHA BETA • DEPENDABLE QUALITY
Fresh ECONO-PAK 3-LBS. OR OVER
\$3.99 lb.
Fresh EXTRA LEAN GROUND ROUND 73¢



FRESH FRYERS
PLUMP & TENDER
USDA A GRADE
WHOLE BODY \$2.99 lb.
Fresh FRYER PARTS • LEGS & THIGHS 63¢
BREASTS... 65¢ lb.

BACON 52¢
IOWA MAID EASTERN QUALITY 1-LB. PKG.
SWEET CURED • FROM NEBRASKA
ALPHA BETA BACON 58¢
FARMER JOHN BACON 58¢
SKINLESS LINKS 28¢
WILLIAMS WILD CURED CORNED BEEF ROUNDS 88¢

SHOULDER CLOD ROAST 89¢
BONELESS BARBECUE FAVORITE BONELESS RIB STEAKS... \$1.09
BLADE CUT • BARBECUE FAVORITE CHUCK STEAKS... 49¢
FULL CUT ROUND STEAKS... 88¢

T-BONE STEAKS \$1.27
TENDER • FLAVOR AGED
DEL MONICO STEAKS... \$1.02
BONELESS FAMILY STEAKS... 89¢
ECONOMY FAVORITE CHUCK ROAST... 49¢

VITAMINS WITH MINERALS
BOTTLE OF 100 TABLETS
\$3.29 VALUE
99¢

PAPER CUPS 78¢
PACKAGE OF 50 • 4 OUNCE
PAPER PLATES 69¢
PACKAGE OF 100 • 8" DIAMETER

ARRID TOOTH PASTE 48¢
GIANT SIZE TUBE • INCL. 1/2 OFF
VOTE TOOTHPASTE 69¢

10% DISCOUNT
ON ALL MAGAZINES, BOOKS & GREETING CARDS

DESITIN OINTMENT \$1.49 \$1.18
LARGE TUBE • PROMOTER HEALING

TOWELS 75¢
GIANT ROLL OF 150 SHEETS
3 ROLL PACK • PRINT OR ANTI-D. COLORS
Delsay Toilet Tissue 27¢ 24¢

KLEENEX FACIAL TISSUE 37¢ 29¢
BOX OF 50 • ASSIST. D. COLORS & WHITE

MODISS 73¢ 69¢
BOX OF 24 • REGULAR VELVET FORM BUOY

CNS APRICOT-PINEAPPLE JAM 67¢ 55¢
RASPBERRY OR BLACKBERRY 75¢

Alpha Beta discounts all prices every single day!

The "Man in Blue" presents
ALPHA BETA'S DISCOUNT PRICING POLICY:

- We pledge to give you the benefit of every cost reduction in lower prices.
- We pledge not to increase any prices except on those products raised in cost to us by our suppliers.

KING-SIZE CARTON CIGARETTES PLUS TAX \$2.99 \$2.89
40-OUNCE CAN CHUN KING BUNNERS \$1.05 95¢
Beef or Pork Chop Sausage • Chic. Chow Main 5-OUNCE BOTTLE CHUN KING SOY SAUCE 25¢ 22¢
CHUN KING 2 1/2 CANS CHOW MAIN Noodles 33¢ 28¢
40-OUNCE SIZE Nalley's Lasagne 78¢ 59¢
NALLEY'S • 40 OZ. SIZE CHICKEN RAVIOLI 89¢ 59¢

PUREX BLEACH 49¢
ONE GAL. LIQUID
GOLD MEDAL • 1-LB. PACKAGE MACARONI • SHELL 25¢ 21¢

NO. 10 CAN CAMPBELL'S SOUP 23¢ 22¢
Hot Dog Sausage • Stock Pot • Chic. Dumping QUART BOTTLE • INCL. 1/2 OFF SONA SAFFLOWER OIL 65¢ 49¢
No. 10 Can • Chant • Light Meat STARBUCK TEA 25¢ 30¢
Solid Light Meat • No. 10 Can 30¢ 27¢
Chun White Meat • No. 10 Can 35¢ 32¢
Solid White Meat • No. 10 Can 71¢

HELPS BROS. • DRIP, REG., ELEC. COFFEE 1-LB. CAN 71¢ 69¢
3-LB. CAN • REG., ELEC. \$1.41 \$1.37
HELPS BROS. • 10-OZ. JAR Instant Coffee \$1.10 \$1.17

ORLEANS • 4 1/2 OUNCE SIZE COCKTAIL SHRIMP 55¢ 53¢
40-OUNCE CAN • 8 VARIETIES M-C FRUIT DRINKS 33¢ 29¢
ECONO CAN • 3 VARIETIES PETUNA CAT FOOD 13¢ 12¢
4-LB. BOX • DRY CAT FOOD LITTLE FRISKEYS • LIVER 83¢ 89¢
30-OZ. ROWL CLEANSER VANISH 35¢ 29¢
30-OZ. SIZE • INCL. 1/2 OFF LIQUID WISK DETERGENT 78¢ 69¢
20-OUNCE SIZE • INCL. 1/2 OFF DIVE LIQUID 55¢ 48¢
20-OUNCE SIZE • DETERGENT TREND CLEAR 45¢ 42¢

FRUIT DRINKS 75¢
32 OZ. BOTTLE • ORANGE • GRAPE • FRUIT • LEMON • LIME
SOME STORES CHARGE 25¢

KING SIZE • INCL. 1/2 OFF PALMOLIVE LIQUID 81¢ 74¢
3-LB. PACKAGE • DETERGENT FLUFFY ALL INCL. 1/2 OFF 81¢ 69¢
GIANT SIZE 200 • INCL. 1/2 OFF RINSO DETERGENT 81¢ 71¢
JUMBO SIZE • INCL. 1/2 OFF ADVANCED ALL \$2.19 \$1.87
Pack of 2 • Both Size • Incl. 1/2 Off DIAL BAR SOAP 42¢ 34¢
REG. SIZE BAR • INCL. 1/2 OFF SMO DEODORANT SOAP 13¢ 9¢
Both Size Bar • Incl. 1/2 Off 14¢
40-OUNCE SIZE • INCL. 1/2 OFF AJAX LIQUID CLEANSER 69¢ 73¢

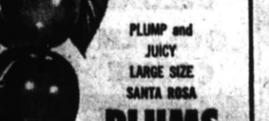
VEL LIQUID DETERGENT 63¢
SOME STORES CHARGE 8¢
ALPHA BETA DISCOUNT PRICE
SAVE 25% ALPHA BETA DOUBLE DISCOUNT PRICE

Better Produce at DISCOUNT PRICES!

HAWAIIAN GROWN PINEAPPLE 29¢
FIELD RIPPENED
IMPERIAL VALLEY WATERMELON 5¢
RED RIPE WHOLE
GARDEN FRESH • CHERRY RHUBARB 2 LBS. 25¢



PEACHES 6 LBS. \$1.00
SWEET-JUNY • RED HAVEN • FREESTONE
LARGE SIZE



PLUMS 6 LBS. \$1.00
PLUMP and JUICY
LARGE SIZE SANTA ROSA

FLORIST QUALITY FLOWERS at DISCOUNT PRICES!
Fresh Cut POM PONS ASSORTED COLORS 68¢
BUNCH

About Our DOUBLE DISCOUNTS
They mean extra savings for you. Made possible by special purchases with the cost reductions passed on to you. Look for them throughout the store.

DELICATESSEN & CREAMERY
ALPHA BETA • 4-OZ. PKG. • DOMESTIC CHOPPED HAM 45¢
ALPHA BETA • 4-OZ. PKG. • IMPORTED PORK SHOULDER 45¢

BOLOGNA 59¢
ALPHA BETA • 1-LB. PACKAGE
\$1.00 VALUE

LUNcheon MEAT 36¢
ALPHA BETA • 8-OZ. PACKAGE
Sliced
Cooked Ham • Meats • Cheese • Luncheon • Sliced
40-OZ. PACKAGE • SLICED • IMPORTED DANOLA HAM 69¢ 65¢
3-OZ. PACKAGES • SLICED LEO'S MEATS • 35¢
• CORNED BEEF • BAKED BEEF • DEL. TURKEY • BAKE 2-OZ. PACKAGES • White Turkey • Chicken etc.

AMERICAN CHEESE 69¢ 64¢
UNIVERSAL • 1-LB. PKG. • PROCESSED
UNIVERSAL WRAPPERS
MILK WISCONSIN • 4-OZ. PKG. • Shredded CHEDDAR CHEESE 39¢ 35¢

ALPHA BETA Monterey JACK CHEESE 79¢
6 1/2 LB. VALUE

SAFFOLA Margarine 39¢ 34¢
1-LB. CANTON • INCLUDES 1/2 OFF
FLEISCHMANN • 1-LB. CANTON SOFT MARGARINE 49¢ 42¢
7 OUNCES • WHIP TOPPING ROD'S WHIP-O 49¢ 37¢

BREAD 37¢
1-LB. VALUE

MIXED NUTS 89¢ 79¢
1 1/2 OUNCE CAN • PLANTERS

CHICKEN CHOW MEIN 83¢ 70¢
FROZEN FOODS

EGG ROLLS 73¢ 64¢
CHUN KING • FROZEN • 5 OUNCE PARTY PACK 10-1/2 PACK

Fried Rice/Pork 63¢ 52¢
CHUN KING • FROZEN • 10 OZ. PKG.

Waffles 39¢ 33¢
DOWNEY FLAKE • FROZEN
ORANGE JUICE 28¢ 24¢
TREATWEST • FROZEN • 8 OZ. CAN 12 OUNCE CAN

CHEESE PIZZA 69¢ 58¢
ARRIVEDENT • FROZEN • 14 OZ. SAUSAGE • PEPPERONI PIZZA 18 OZ. 89¢ 74¢

BARQUET MEAT PIES 23¢ 18¢
ALPHA BETA • FAMILY PAK • 30 OZ. CTN. ALPHA BETA ICE CREAM 59¢
Fruit • 8 OZ. • Chicken • Turkey • Beef

CREAM PIES 25¢
MORTON'S • FROZEN

BONNETTES 34¢
ALPHA BETA • 10-OZ. LOAF • 2 1/2 LB. VALUE BREAD CRUSTED WHOLE WHEAT 32¢
AS FEATURED ON TV • 2-OZ. PACKAGES • FROZEN SNACKS FIDDLE FADDLE 39¢ 36¢
PACIFIC • 1-LB. BOX Honey Treat Graham 36¢ 31¢

THE QUALITY LEADER - THE PRICE LEADER TOO!

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